



## Priority Areas

- Increase safety belt use
  - Nearly 40 percent of those people who die in Michigan traffic crashes are not buckled up.
- Reduce drunk driving
  - Nearly 36 percent of all fatalities involve alcohol and/or drugs.

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## Changing Behavior

- Numerous studies conclude the most effective way to change behavior is through traffic enforcement campaigns.



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## Priority Programs

- Buckle Up or Pay Up - Click It or Ticket
- You Drink & Drive, You Lose.



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## National Enforcement Campaigns

- Nationally, the states have begun to work on coordinated enforcement efforts at specific times of the year.
  - Coordinated by NHTSA and others
  - Seeing success at increasing safety belt use

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## State-Level Enforcement

- OHSP grant funds allow high-crash counties to use federal traffic safety funds for overtime enforcement of safety belt and drunk driving laws (*Drive Michigan Safely Task Force*).
- All law enforcement agencies are invited to participate in mobilizations.
  - Can qualify for random drawings for equipment or overtime funds.

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## Key Audiences

- Safety belt efforts: young men, minority populations
- Alcohol and drunk driving: young men
  - Using paid advertising for these hard-to-reach populations.

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## Working with Partners

- Mobilizations efforts are assisted by:
  - MDOT changeable message signs.
  - Information at Department of State branch offices.
  - Banners hung by law enforcement agencies.
  - Information available through local public health departments.
  - Articles in public and private newsletters.

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## The Planning Process

- OHSP uses traffic crash data, research and best practice models to determine programming.
- Grant funds are channeled where the crash problem is greatest, generally high-population centers.
- OHSP accepts proposals for grant funding; however, these must address priority areas.

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## The Grant Process

- The annual Highway Safety Plan takes shape annually in the spring.
- It determines funding and programming for the upcoming fiscal year.

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## Other Program Areas

- Bicycles
- Child Passenger Safety
- Corporate Outreach
- Elderly Mobility
- Judicial Outreach
- Motorcycles
- Pedestrians
- Roadway Safety
- Safe Communities
- Traffic Records
- Young Drivers
- Youth Alcohol

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